

Slashing Probe Costs by 60 Percent — and Reinvesting in the Customer Experience



How a large telecommunications service provider is saving BIG and taking critical steps to reduce subscriber churn with help from Gigamon

Like most service providers, for one European-based global organization preventing customer churn is THE top priority. That meant making a €117M network investment to support a high-quality customer experience. Unfortunately, the spend did not stop there.

The organization was also racking up an additional unbudgeted €11.7M on network probes. The probing was critical for the monitoring of the high-cost network to prevent and diagnose performance issues, as well as monitoring customer experience. This overspend was impacting their average revenue per user (ARPU) significantly and their ability to deliver projects on time and within budget.

To reduce costs — without affecting customer experience — they needed to adopt a different approach to network monitoring. That's where Gigamon came in.



STEEP SAVINGS, RAPID ROI

- + A combination of patented Gigamon traffic-reduction techniques reduced traffic by 60 percent
- + With the use of additional packet reduction techniques, the provider team reduced traffic load on the probing by an additional 28 percent

TOTAL COST SAVINGS PER SITE: €2.1M

GIGAMON: TECH INNOVATION DRIVING EFFICIENCY

As Gigamon worked in close partnership with the operator, it quickly became clear that existing network-aggregation technology and probes were dropping a significant amount of traffic, which threatened the operator's ability to accurately analyze subscriber data.

Gigamon introduced innovation to the operator's existing visibility fabric, using market-leading packet reduction techniques. This enabled retention of the critical traffic being dropped, whilst optimizing and sending only relevant traffic to the probing infrastructure.

This led to a 60 percent reduction in traffic volumes, as well as an ongoing control around planned and unplanned probing costs and project delivery delays, increasing operational efficiency and data quality available to the customer experience team.

Learn how [Gigamon Traffic Intelligence](#) can help your business.

THE GIGAMON SOLUTION

To clean up the existing network-aggregation technology and ensure the probes could cope with the traffic being sent to them, Gigamon recommended a two-phase approach:

Phase 1: Deploy Gigamon HC3 between the existing aggregation technology and the probes to make the probes more effective via:

- + Filtering (flow mapping) to pass the header of the traffic through to the probe but reduce most of the payload and storage requirements
- + De-duplication to reduce the traffic volume
- + GTP correlation to make the GTP traffic more consumable
- + Tool load balancing to enable the probes to see whole conversations but prevent oversubscription and dropped packets

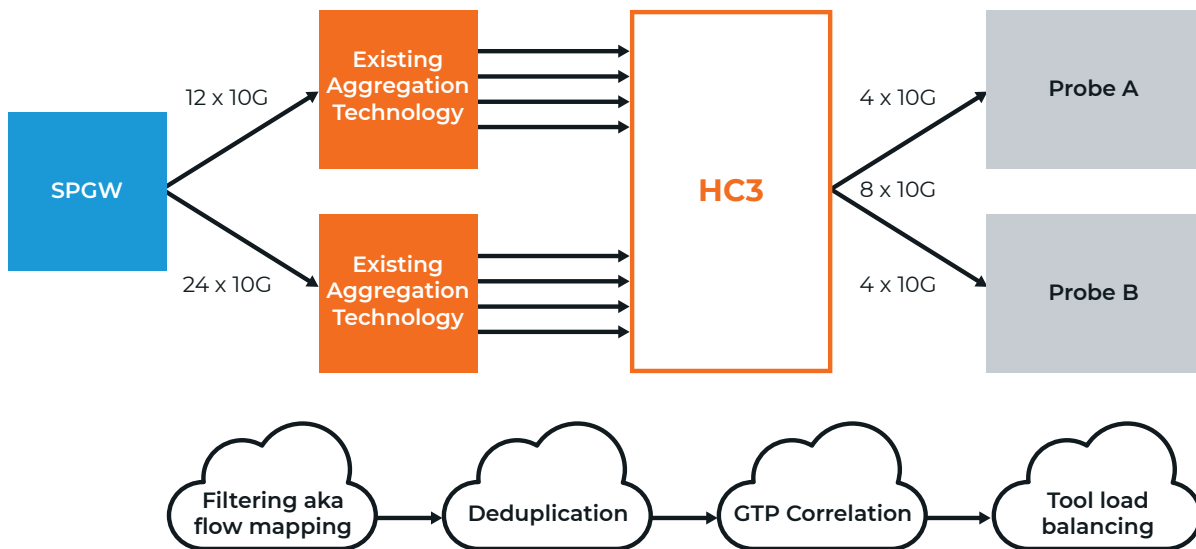


Figure 1. In Phase 1, the Gigamon team added deduplication, filtering, GTP correlation, and load balancing between the customer's network TAPs and probes.

Phase 2: Replace the existing aggregation technology with the Gigamon traffic aggregation (TA) series (two Gigamon TA 25s) to feed the HC3 every packet, making the solution more effective while lowering costs.

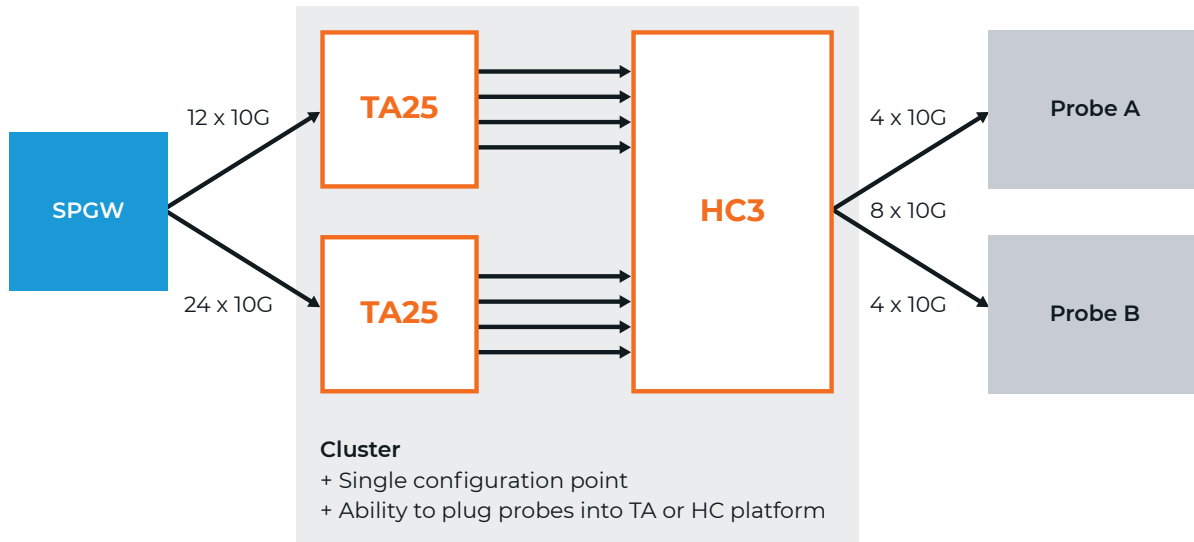


Figure 2. Next, the Gigamon team replaced the customer's existing TAPs with two Gigamon traffic aggregators, which ensures that every packet is fed to the GigaVUE HC3 appliance.

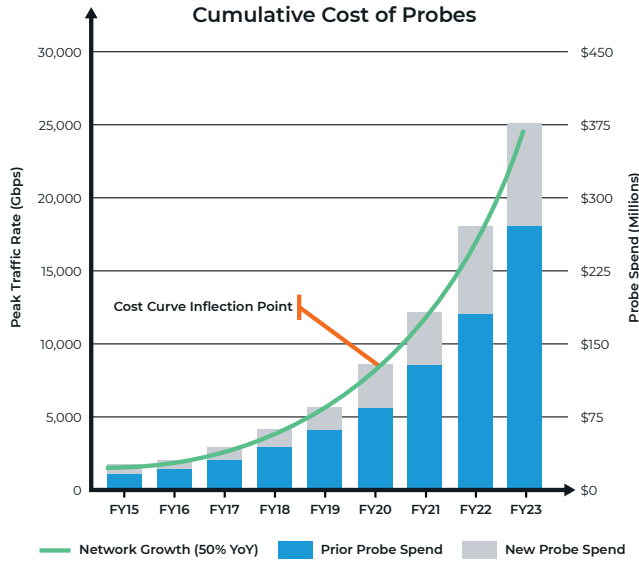
Results: Scalability and Stronger Performance — Without More Spending

While the service provider will need to continue to use probes to monitor the network, Gigamon enables them to do it more intelligently while saving big money. They're realizing these benefits:

- + Experiencing high ROI. The savings the organization realized on probe spend was more than enough to pay for the Gigamon solutions.
- + Providing a stellar customer experience. Network speed, resiliency, and availability is high, so they're helping to prevent customer churn. Plus, Gigamon is helping to enhance the service by driving down operational expenses.
- + Protecting investments. Gigamon is improving the effectiveness of existing probes, ensuring that they can do the job they are designed to do.
- + Repurposing probes. The organization has five new sites coming onboard for their environment, so they're moving probes they've already invested in to additional sites, versus buying new ones for each site.
- + Gaining accurate network visibility. The organization knows that the probes now receive all traffic required to ensure their customers receive a high quality of service.
- + Improving operational efficiency. They now have a single platform that owns the process of extracting the data from their infrastructure and efficiently passing it through to the probes.
- + Accelerating spend on other mission-critical technology. Because they've reduced their probing spend, they can invest in other Gigamon features and functions that allow them to continue to expand their network footprint without additional probing costs.

BEFORE GIGAMON

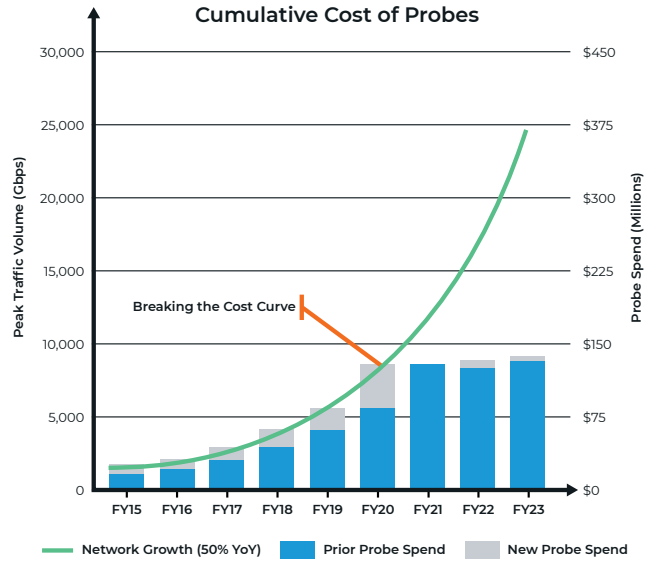
As the network grows, probe costs grow in direct proportion



AFTER GIGAMON

Breaking the cost curve by implementing advanced data policies

- + Using packet broker technology and traffic reduction techniques
- + Generate metadata where possible
- + Reuse or consolidate existing probes



To learn more about our Service Provider solutions, please visit our [Service Provider webpage](#). And to see how to break the cost curve of network visibility, watch the recording of this [information-packed webinar](#).

ABOUT GIGAMON

Gigamon is the first company to deliver unified network visibility and analytics on all data in transit, from raw packets to apps, across physical, virtual, and cloud infrastructure. We aggregate, transform, and analyze network traffic to solve for critical performance and security needs, including rapid threat detection and response, freeing your organization to drive digital innovation. In short, we enable you to run fast, stay secure, and innovate. Gigamon has been awarded over 75 technology patents and enjoys industry-leading customer satisfaction with more than 3,000 organizations, including 80 percent of the Fortune 100. Headquartered in Silicon Valley, Gigamon operates globally. For the full story on how Gigamon can help you, please visit gigamon.com.

© 2021 Gigamon. All rights reserved. Gigamon and the Gigamon logo are trademarks of Gigamon in the United States and/or other countries. Gigamon trademarks can be found at www.gigamon.com/legal-trademarks. All other trademarks are the trademarks of their respective owners. Gigamon reserves the right to change, modify, transfer, or otherwise revise this publication without notice.

Gigamon[®]

Worldwide Headquarters
3300 Olcott Street, Santa Clara, CA 95054 USA
+1 (408) 831-4000 | www.gigamon.com